



# Lucra Announces \$20 Million Financing

Client News

April 22, 2026

Gunderson Dettmer represented [Lucra](#), the plug-and-play loyalty software development kit (SDK) powering competition with real-money and rewards, in its \$20 million financing led by Cathie Wood’s ARK Invest Venture Fund, with participation from Alumni Ventures, Astralis Capital, Harlo Equity Partners, Simplex Ventures, SeventySix Capital, and WTI.

Lucra is building the infrastructure layer for the next generation of loyalty across real-world venues and consumer experiences. Its white-label technology enables brands to launch tournaments, live competitions, and peer-to-peer challenges directly inside the apps, websites, and spaces they already own and operate.

“Loyalty only works when it changes behavior,” said Dylan Robbins, founder and CEO of Lucra, [in the announcement of the transaction](#). “We built Lucra to make competition native to the experiences people already love. This raise gives us the capital to deepen our platform, expand into new verticals, and bring that infrastructure to every brand that wants to turn passive consumer touchpoints into active, high-intent moments.”

The Gunderson deal team was led by Nic Markman and included Joe McGinley, Kevin Mann, and Kelly Warren.

## Companies

[Lucra](#)

[ARK Invest Venture Fund](#)

[Alumni Ventures](#)

[Astralis Capital](#)

[Harlo Equity Partners](#)

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